

Our Antwerp Story

TEAM PURPLE



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EXPECTATION VS. REALITY

UNEXPECTED BEAUTY EVEN WITH RAIN

EVERY CORNER TELLS A TALE

STROLLABLE TAPESTRY



CUSTOMER JOURNEY

PLANNING

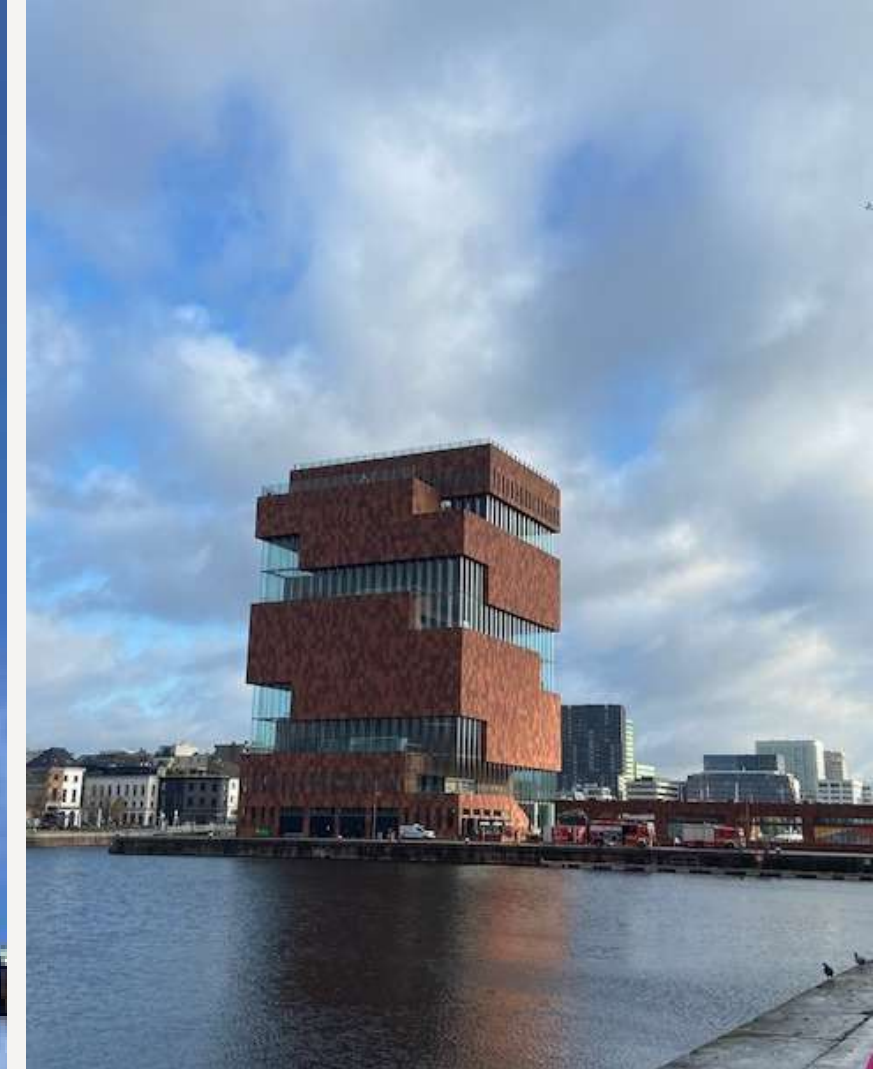
Don't plan too much, just walk and explore

BOOKING

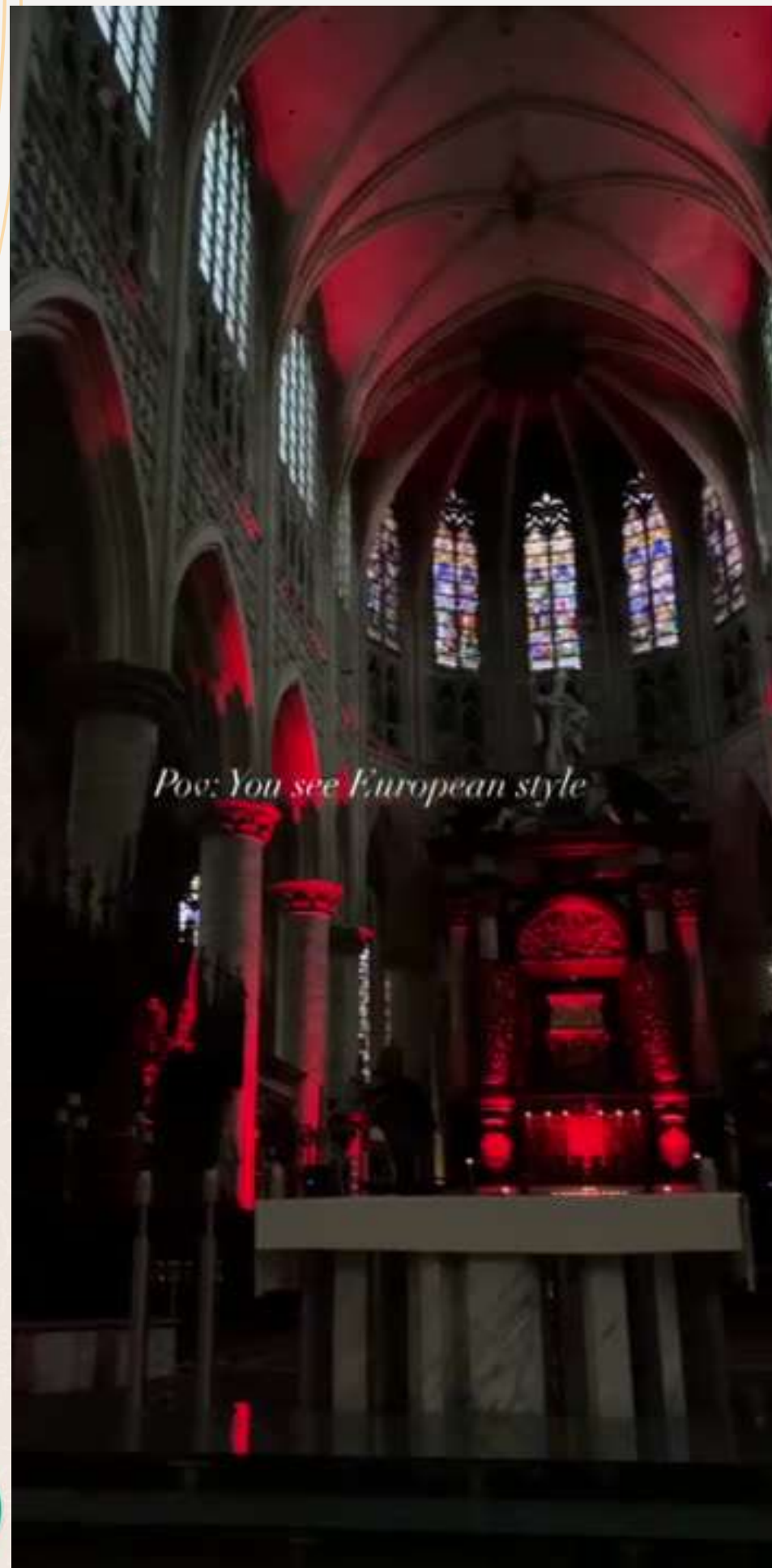
Don't book activities and museums, can be bought on the spot

STAY

Stay 4 days at Antwerp with a day trip to Mechelen



SHARING

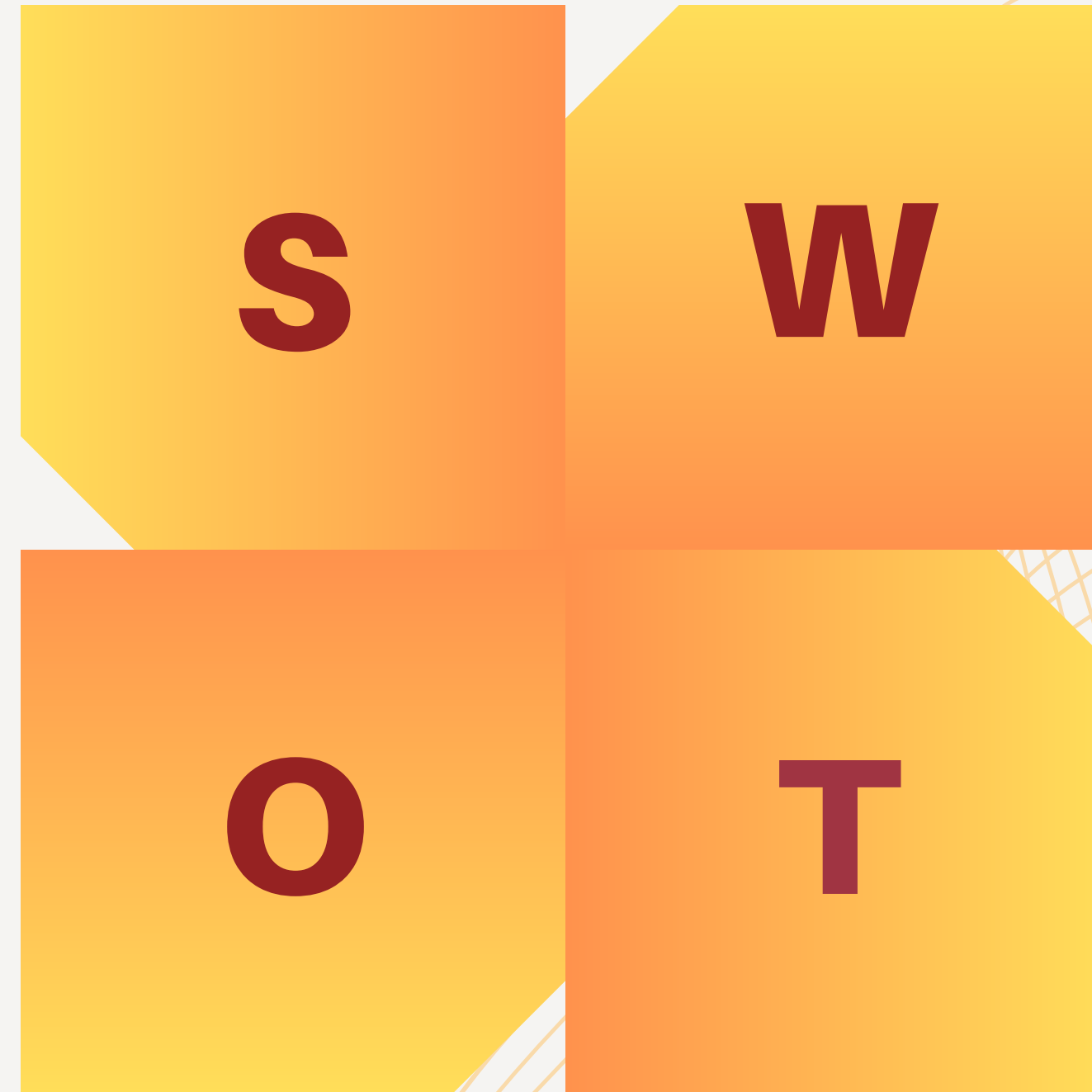


STRENGTHS

Culture, authenticity
Safety
Shopping
Human size city
Gateway to Europe
Economic hub
Transports
Nightlife

OPPORTUNITIES

Collaboration with neighboring major cities to host some events
Digitalization
Maritim tourism
Collaboration with influenceurs
Diamond tourism
innovative events



WEAKNESSES

Lack of activities
Unbalanced tourism
Lack of digitalization
Economic dependance
Communication
Similar to other European city according
The city exhibits the same urban features as major European metropolises

THREATS

Changing trends
Rivalry with nearby cities
Pandemics...
Technological disruptions
Environmental concerns

SnapTwerp

Welcome



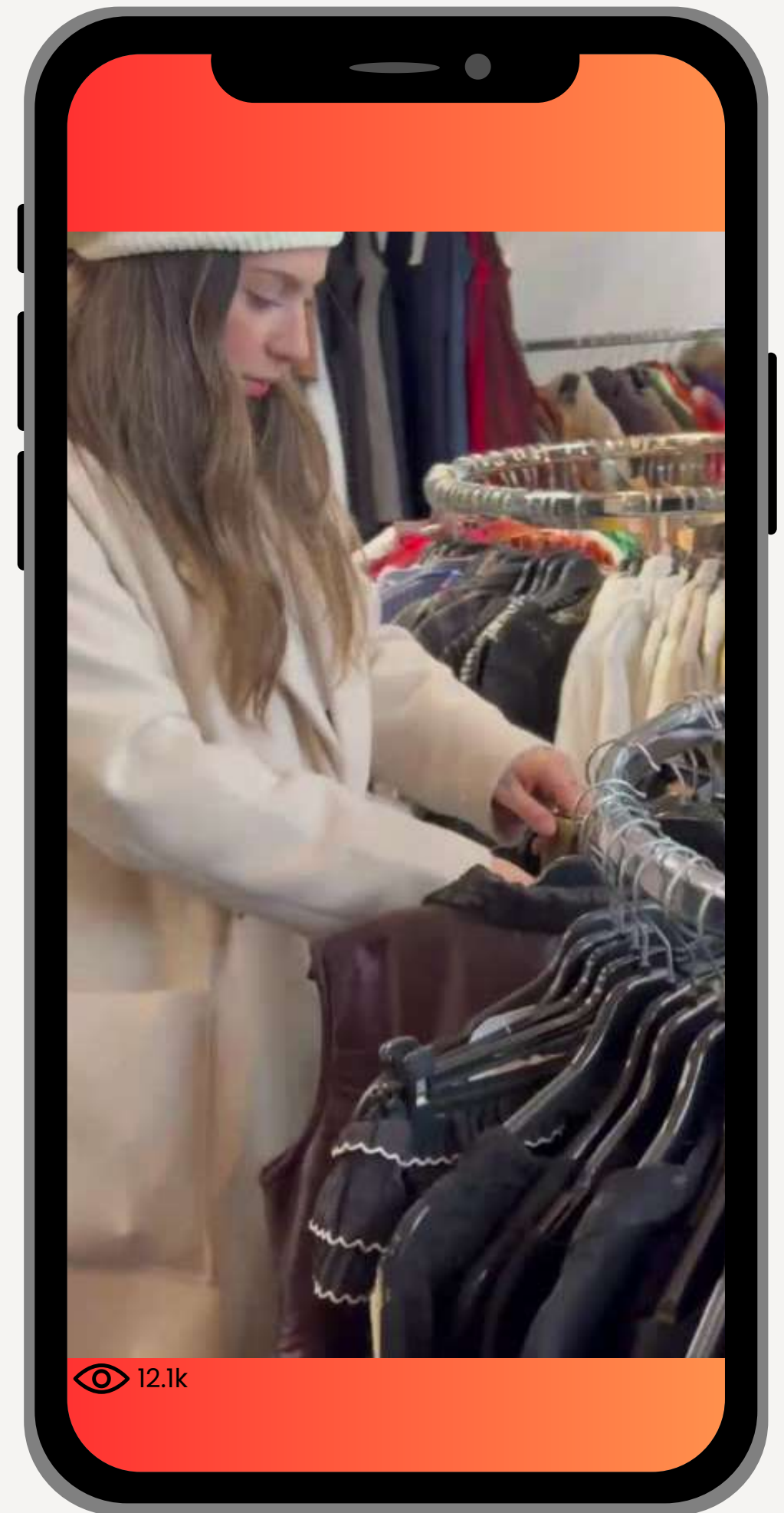
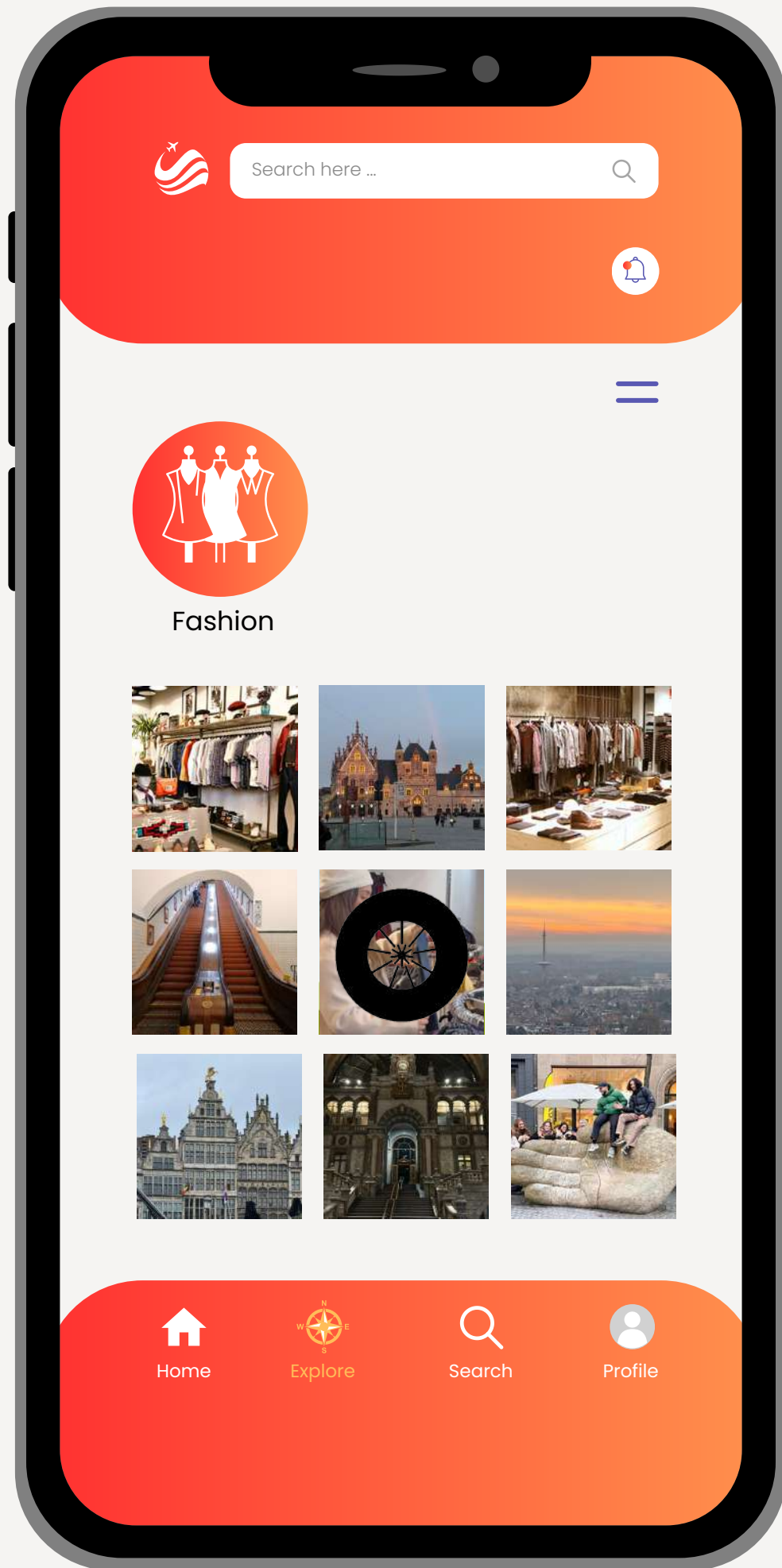
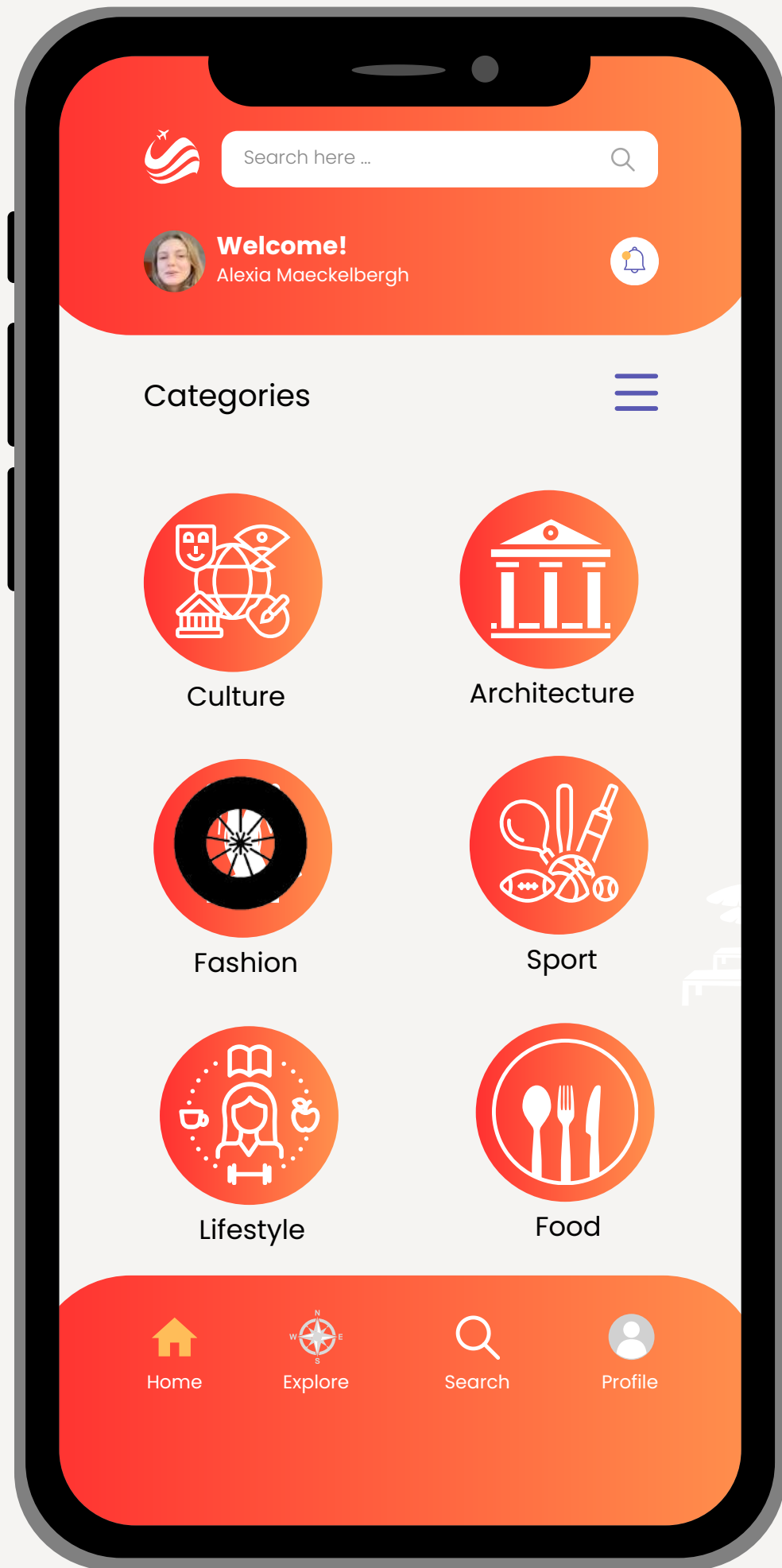
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AntwerpENCounters





Office de tourisme d'Anvers

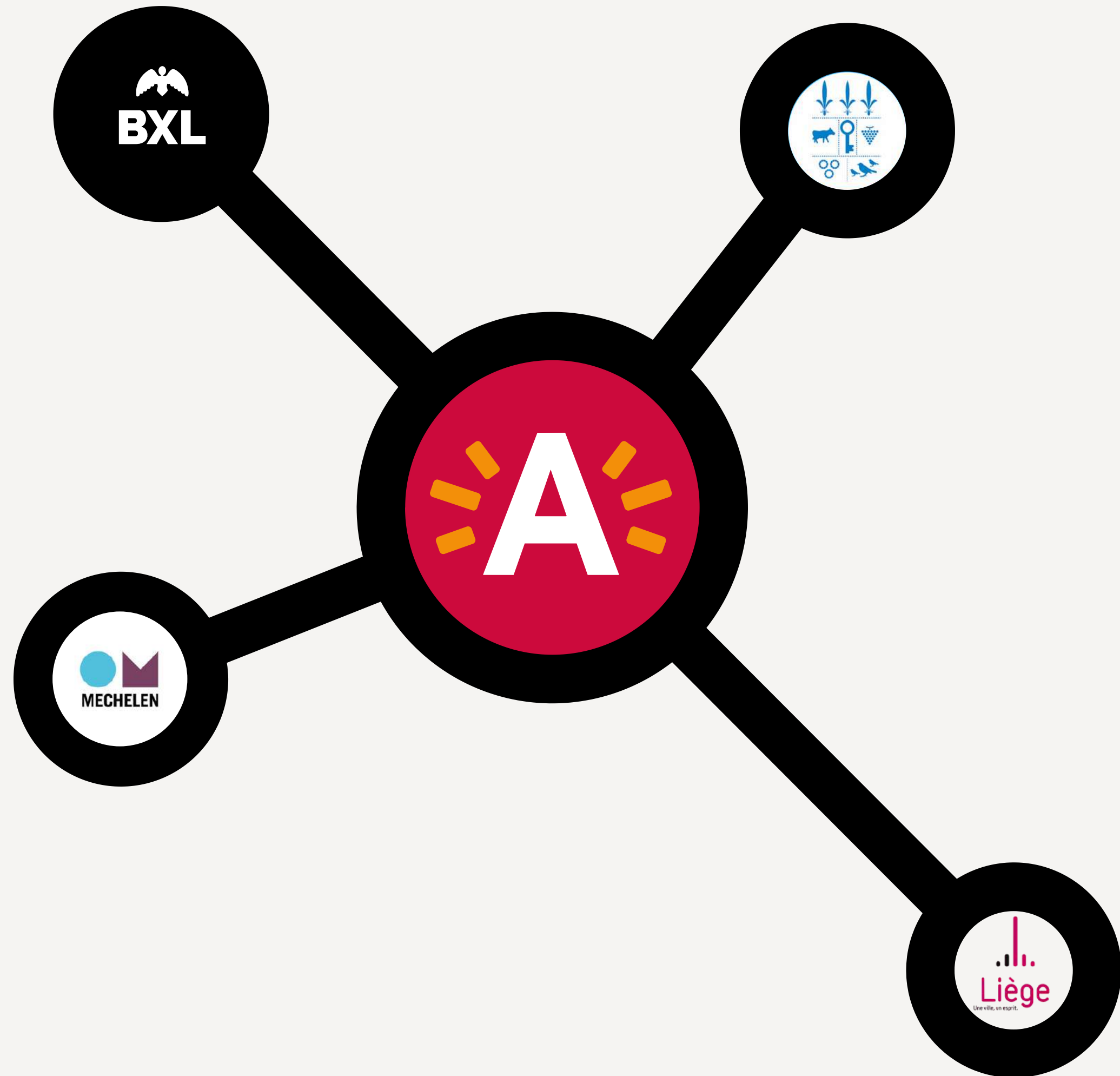
DÉCOUVREZ LA VILLE

Anvers vous promet une expérience entre modernité et histoire. Prêt pour une aventure inoubliable ?





- Partnership with surrounding towns
- Fostering a balanced distribution in tourism
- Strengthening regional collaboration
- Effective use of resources available in each city
- Collective efforts lead to reduced overall costs
- Long-term sustainability through shared responsibilities





MOOD



“Antwerp made us feel at home away from home. We felt welcome and safe in every corner of the city, from the small alleys to the shops. Locals talked to us and gave us recommendations, making us feel part of their community, and this is not to take for granted. The unique architecture and the well preserved heritage is mixed well with a modern and lively atmosphere, making Antwerp a city that will never lose its charm.”





THANK YOU.